IN

DEC 0 5 2006
Applicant

<u>PATENT</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

pplicant: Michal MORCINIEC, et al.

) Examiner: Matthew S. GART

Serial No.:

10/698,849

Art Unit: 3625

Filed:

October 31, 2003

Our Ref: B-5283 621316-4

300202209-2US

For:

"MAKING PURCHASE DECISIONS"

Date:

November 30, 2006

Re:

Final Office Action

RESPONSE

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

In reply to the final Office Action mailed on October 10, 2006, a response to which is initially due by <u>January 10, 2007</u>, Applicants submit this paper. Please consider the following remarks, all of which are made without prejudice.

Remarks/Arguments begin on page 2 of this paper.